

The Family Place

Strengthening Families. Building Community.



Title: Director of Development

Reports to: Executive Director

Location: Transylvania County, NC

Position Type: Full-time, salaried

Position Summary

The Family Place is seeking a skilled, relationship-driven Director of Development to lead and strengthen a growing, diversified fundraising program. This role is designed for an experienced development professional who can build on existing donors and grant success, deepen relationships, and intentionally grow revenue over time, with a focus on sustainability and long-term impact.

This position will play a critical leadership role in expanding individual, business, and foundation support; managing grants and reporting; and leading fundraising events and communications. While the long-term vision includes reaching \$1 million+ in annual revenue and pursuing a future capital campaign, this role will initially focus on building systems, strengthening donor pipelines, and preparing the organization for its next phase of growth in close partnership with the Executive Director and Board.

About The Family Place

Established in 1997, The Family Place strengthens families and builds resilience through support, education, and community building. Serving Transylvania County, The Family Place operates two drop-in locations in Brevard and Rosman, along with a mobile unit that reaches underserved and rural communities.

Programs support families with children ages 0–15, with a strong emphasis on early childhood development, caregiver support, and community connection.

Mission: The Family Place strengthens families and builds resiliency through support, education, and community building.

Vision: A connected community of healthy, vibrant families learning and playing together, generation after generation.

Core Responsibilities

Strategic Fundraising & Revenue Growth

- Develop and execute a multi-year fundraising strategy that builds on existing success while expanding diversified revenue streams, including:
 - Individual donors and major gifts
 - Corporate and business sponsorships
 - Foundation and government grants
 - Community-based fundraising

- Capital campaigns and planned giving
- Set and track annual and long-term fundraising goals within Little Green Light, aligned with organizational growth targets.
- Partner with the Executive Director, the Outreach Committee and Board to advance a strong culture of philanthropy.
- Create and manage master campaign calendar for cultivation & solicitation activities, pipeline moves management, prospect tracking and maintaining timelines.

Donor & Relationship Management

- Identify, cultivate, solicit, and steward individual, business, and major donors.
- Manage and grow a portfolio of high-capacity donors and prospects.
- Ensure appropriate donor recognition, stewardship touchpoints, and gift acknowledgements are executed in a professional manner.
- Maintain accurate and up-to-date donors and prospect records in CRM database.
- Strengthen donor retention through thoughtful stewardship, impact communication, and engagement opportunities.
- Maximize utilization of Little Green Light as a repository for all fundraising and donor activities.
- Write & coordinate campaign-related donor communication, including but not limited to pledge agreements, acknowledgements, stewardship letters, proposals, and solicitations.
- Serve as a key external ambassador for The Family Place in the community.

Grant Writing, Management & Reporting

- Research, identify, write, and submit compelling grant proposals to foundations, corporations, and public funders that align with our mission and program needs.
- Develop grant budgets in collaboration with the Executive Director and finance staff.
- Manage awarded grants from award through close-out, including timelines, compliance requirements, coordination with internal staff, outcome data collection, budget monitoring, and timely narrative and financial reporting.
- Ensure timely and accurate outcomes and financial reports to funders.

Impact Reporting & Communications

- Provide guidance and accountability to staff contributing to grant-funded programs to ensure deliverables, outcomes, and reporting requirements are met.
- Lead the development of the organization's Annual Impact Report, working collaboratively with staff and leadership.
- Develop compelling fundraising materials including email appeals, social media content, donor updates, and impact stories, ensuring alignment with brand and mission in all communications.
- Collaborate on donor communications, appeals, and acknowledgements.
- Research, utilize and interpret data metrics for grants, appeals, and outcome reporting.
- Write press releases, appeal letters, and other communication materials to promote awareness and giving opportunities.

Fundraising Events & Campaigns

- Plan, manage, and evaluate all fundraising events and campaigns in alignment with revenue goals, staff capacity, and mission impact.

- Oversee sponsorship development and donor engagement related to events.
- Manage event logistics, volunteer coordination, and on-site support for events.
- Accurately track and analyze fundraising events & campaign results to inform future strategies and initiatives.
- Represent the organization at community events and networking opportunities.

Capital Campaign Readiness (Future-Focused)

- Collaborate with the Executive Director and Board to assess organizational readiness for a future capital campaign.
- Lead early-stage preparation, including donor pipeline development, relationship building, and documentation of funding needs.
- Support feasibility planning and donor cultivation, with the understanding that full campaign leadership may involve phased implementation and/or external consulting support.

Additional Responsibilities

- Performs other related duties as assigned to support the mission and operations of the organization.

Qualifications & Experience

- Bachelor's degree required; advanced degree or CFRE preferred.
- 5+ years of progressive nonprofit fundraising experience, including major gifts and grants.
- Demonstrated success in growing donor revenue and managing multiple funding streams.
- Proven grant writing experience with successful awards and reporting.
- Experience developing fundraising budgets and financial tracking.
- Experience with capital campaigns.
- Proficiency with donor management software programs.
- Strong relationship-building, networking skills, with ability to build lasting relationships.
- Strong aptitude for verbal and written communication and making compelling presentations.
- Strategic thinker with the ability to execute day-to-day development operations.
- Comfortable working independently while collaborating closely with leadership and staff.

Salary & Benefits

- **Salary:** \$60,000–\$67,000, commensurate with experience.
- **Benefits:**
 - Paid time off (PTO) and paid holidays in accordance with organizational policy
 - Flexible scheduling as appropriate
 - Professional development opportunities

This role offers an opportunity to grow alongside The Family Place, helping build strong systems, relationships, and momentum that support long-term sustainability and expanded community impact.